VIDEOS FOR SOCIAL MEDIA COMMUNICATION

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Who is your audience?
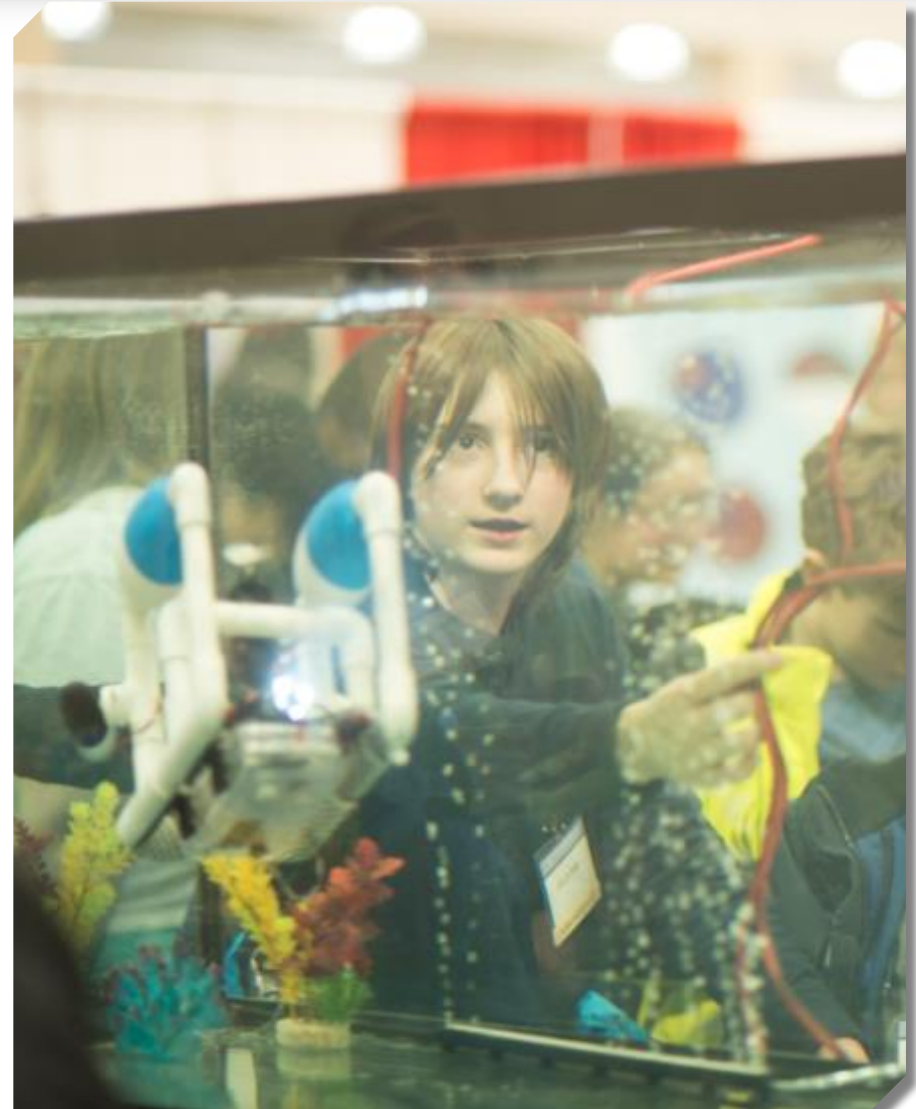
Define your audience before beginning production

+ General Public / Local Community
    + Age groups
    + Interest groups
    + Educators

+ Stakeholders and Funders

+ Peer Groups

Knowing who your audience is will help determine where to spread your videos

- YouTube channels
- Facebook pages
- Twitter
- Embedding in Websites
- Pitching to TV networks

Branding your videos for easy recognition

Categories, Playlists, and Video Libraries

Most of all…
Have Fun!